



# BRIGHT MOTORS ANALYSIS

TRANSFORMING DATA INTO INSIGHTS



# TABLE OF CONTENTS

- ❖ Overview
- ❖ Quantity sold by year model
- ❖ Monthly Revenue Trend
- ❖ Most selling transmission type
- ❖ Trends in car color preferences
- ❖ Worst performing cars
- ❖ Year/Condition/Odometer/Revenue
- ❖ Monthly Profit margins
- ❖ 10 lowest performing car make
- ❖ Top 10 performing Make
- ❖ Recommendations



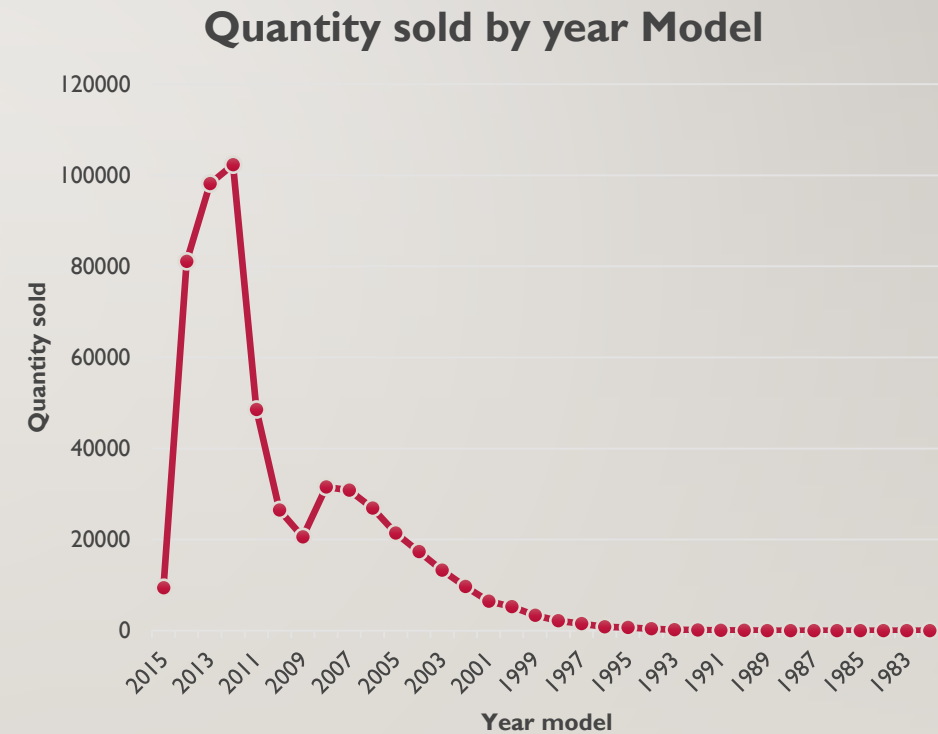
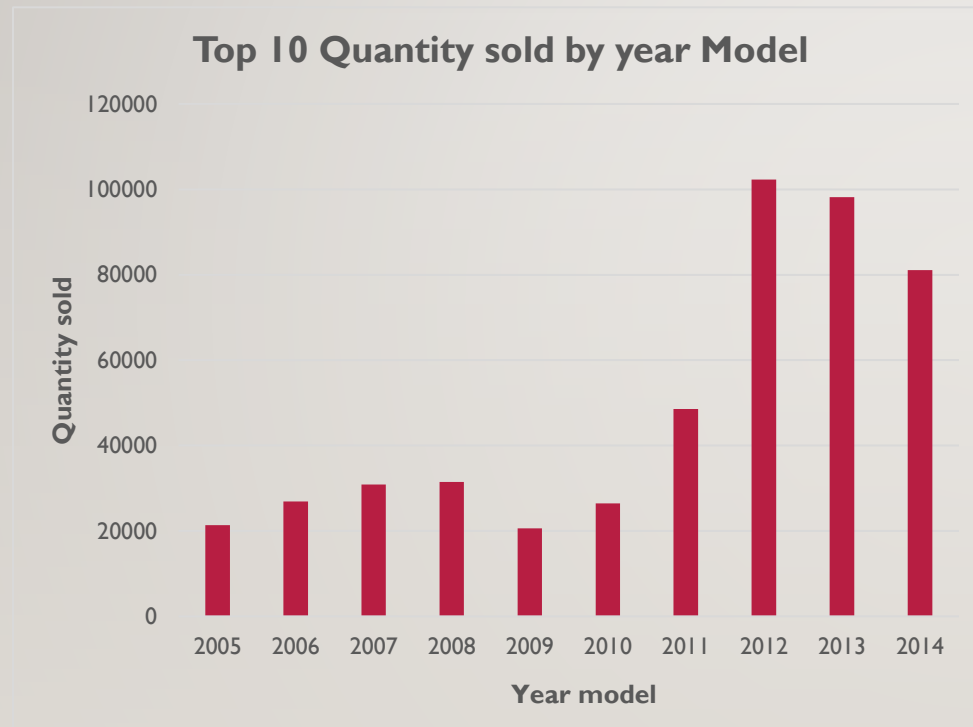
# OVERVIEW

---

- Detailed daily historical transactional and pricing information for vehicles sold by Bright Motors over a period of time ending 27 May 2015. The analysis will focus on uncovering patterns and trends in car sales data.
- Using Snowflake for data storage and management, I developed code to extract insights from the raw data and exported the results to Excel for visualization and analysis. Through this analysis, the aim is to turn raw sales information into actionable strategies to understand revenue trends, analyze customer behavior and forecast future sales and provide business Insights and recommendations for a New Head of Sales to be able to complete his mission of to expand the dealership network, improve sales performance, and optimize inventory

# QUANTITY SOLD BY YEAR MODEL

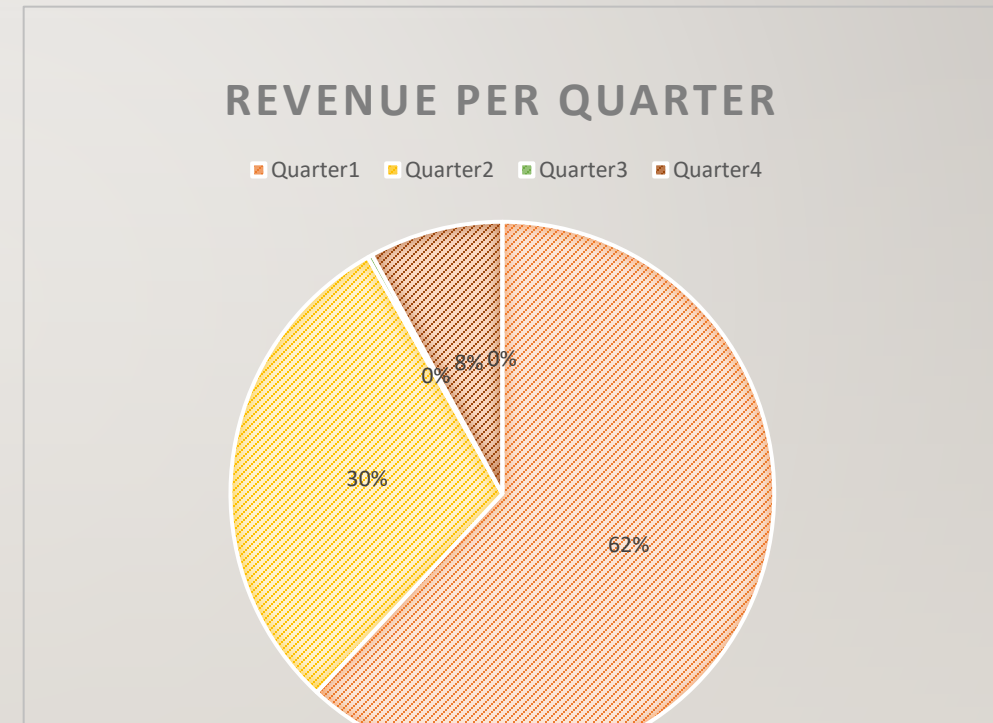
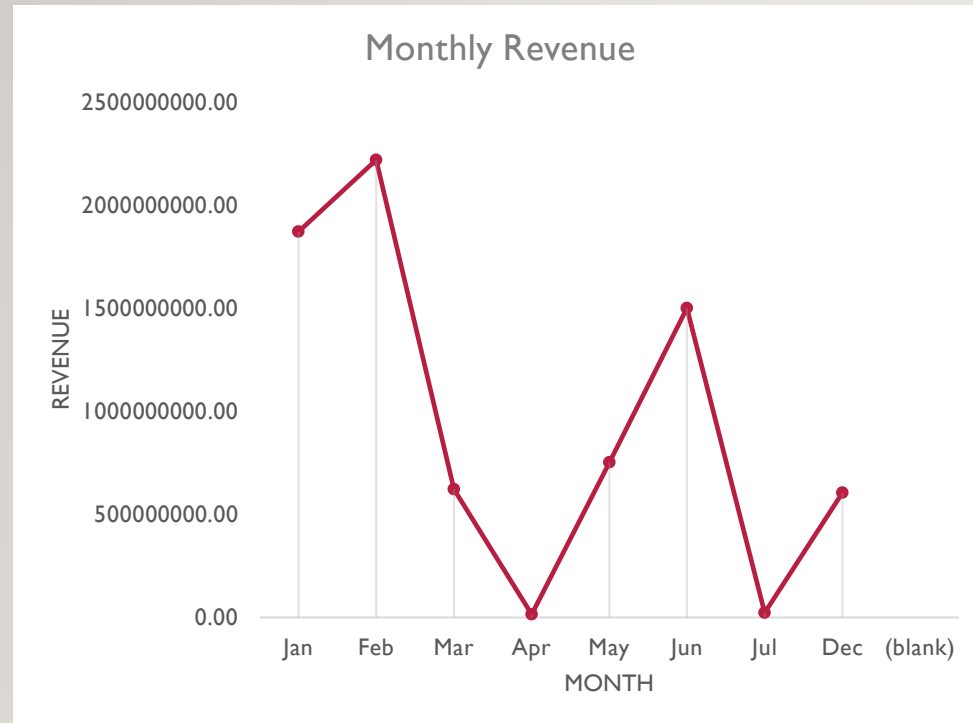
NEWER CARS SELL MORE THAN OLDER ONES, MAYBE DUE TO NEWER TECHNOLOGIES AND FEATURES, WARRANTY AND RELIABILITY SINCE NEWER CARS COMES WITH WARRANTIES GIVING BUYERS PEACE OF MIND ABOUT RELIABILITY AND MAINTENANCE COSTS.





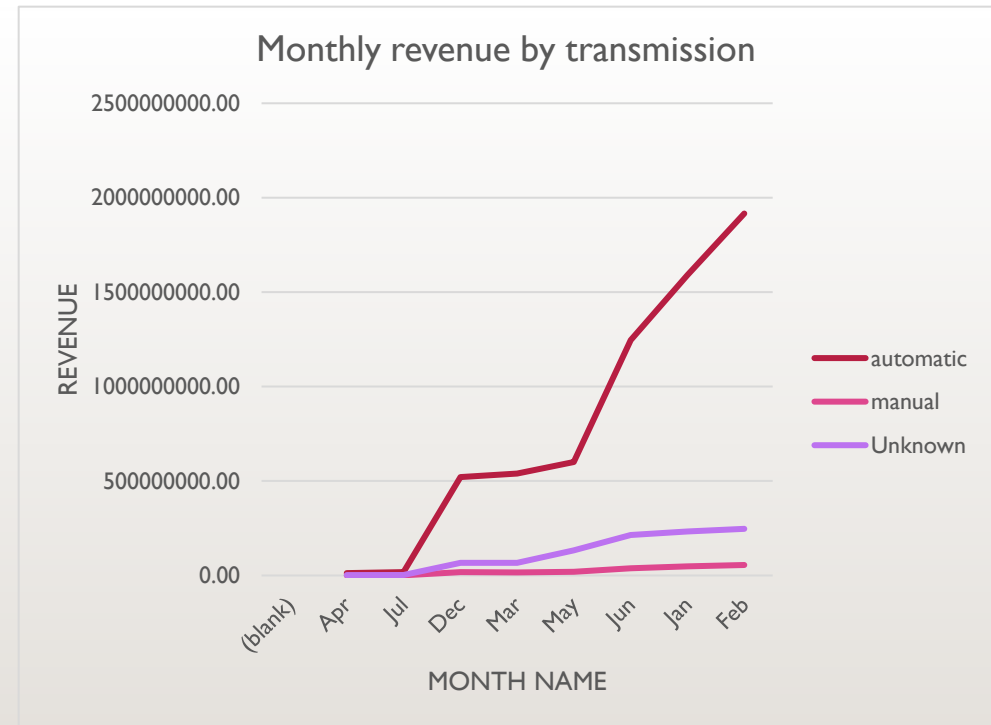
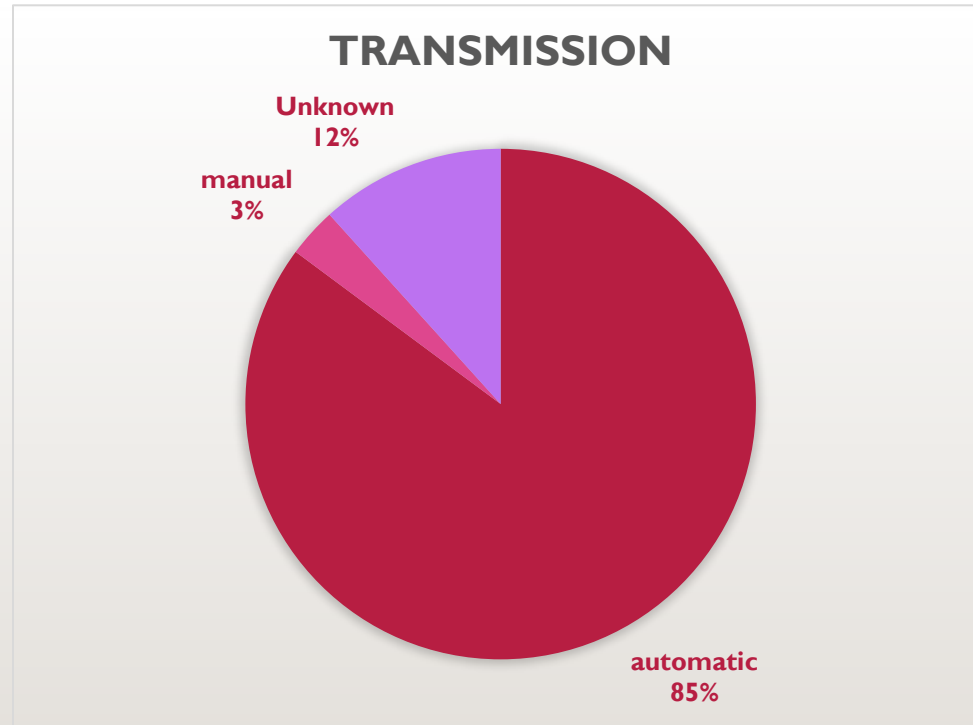
# MONTHLY REVENUE TREND

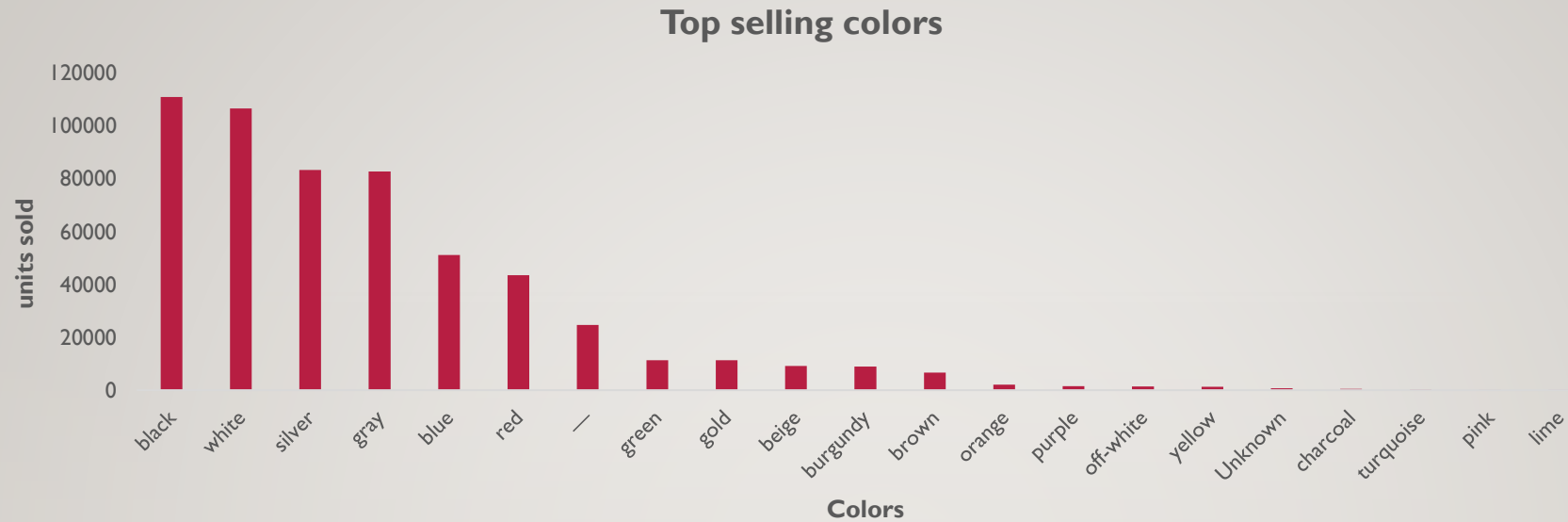
THE MONTHLY REVENUE TREND SHOWS SPIKE IN THE FIRST THREE MONTHS OF THE YEAR, QUARTER I INDICATING THESE ARE OUR PEAK PERIOD FOR SALES, THE DIP IN APRIL AND JULY SHOWS THAT THESE ARE OUR SLOWER PERIODS. PIE CHART ALSO SHOWS THAT QUARTER 1 GENERATES 62% OF THE REVENUE FOLLOWED BY Q2 WITH 30% WHILE OTHER 2 QUARTERS HAVE MINIMAL CONTRIBUTIONS



# MOST SELLING TRANSMISSION TYPE

FROM THE PIE CHART IT IS CLEAR THAT AUTOMATICS ARE MOST POPULAR SELLING UP TO 85% IN THIS DATA REASONS MIGHT BE AUTOMATICS ARE GENERALLY EASY TO DRIVE, THEY ARE MORE CONVENIENT AND LESS STRESSFUL TO DRIVE ESPECIALLY IN STOP AND GO TRAFFICS





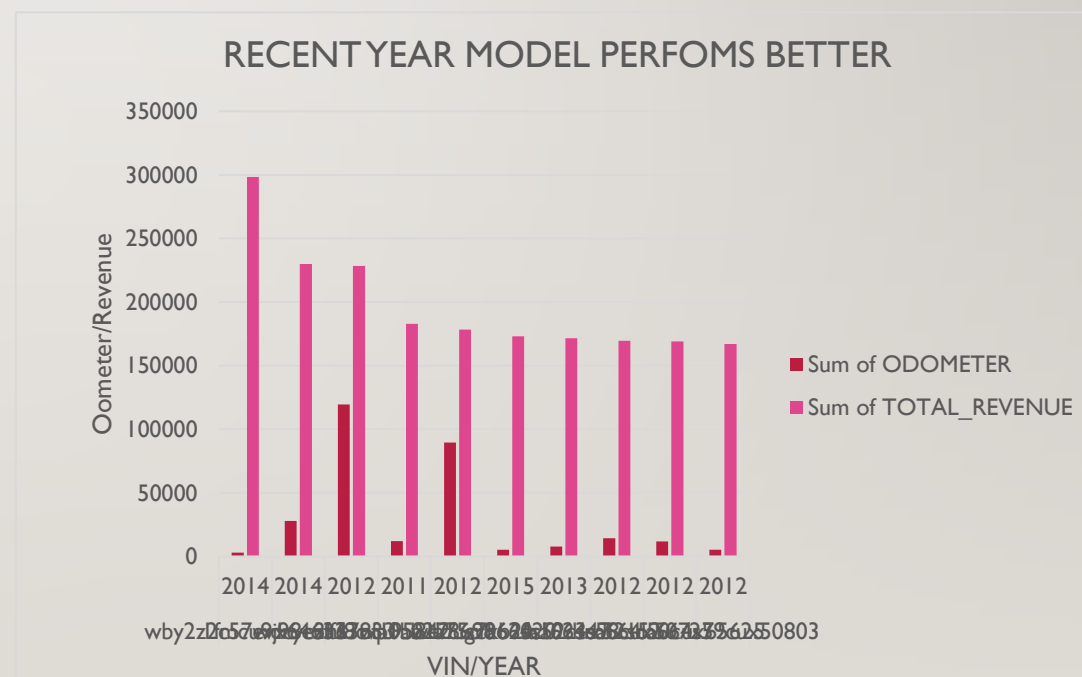
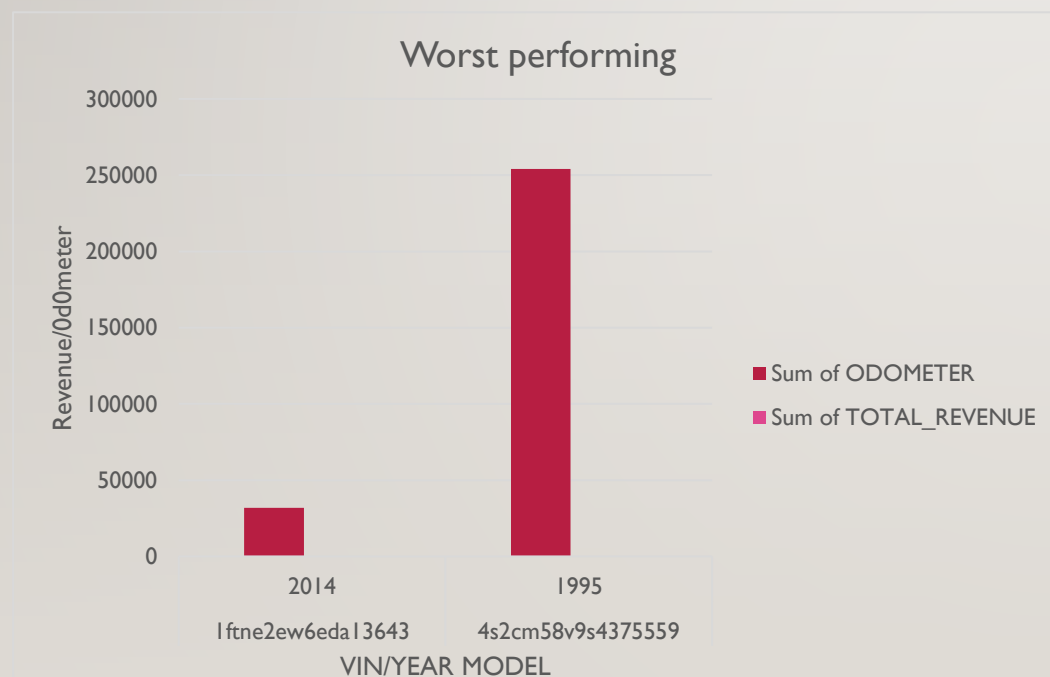
## TRENDS IN CAR COLOR PREFERENCES

THIS GRAPH SHOWS TRENDS IN CAR COLOR PREFERENCES, BLACK, WHITE, , GRAY BLUE AND RED ARE MOST POPULAR COLORS FOR CARS GLOBALLY, IT IS NOT A SURPRISE WHEN THEY TOP THE LIST. COLORS LIKE LIME, PINK AND TURQUOISE ARE MORE ATTENTION GRABBING

# WORST PERFORMING CARS ARE OLD CARS, RECENT YEAR MODEL CARS MAKES A

HUGE IMPACT ON SALES, THEY ARE BOUGHT AT HIGH PRICE NO MATTER THEIR ODOMETER NOR NUMBER OF CONDITIONS. THERE ARE 2 CARS THAT HAVE REVENUE OF R1, A 2014 CAR WITH VERY LOW MILEAGE BUT CONDITIONS ARE HIGH IT MUST HAVE BEEN A WRITE OFF CARS WITH NO CHANCES TO FIX. THE OTHER ONE IS A 1995 MODEL WITH 1 CONDITION; HENCE I CONCLUDED THAT MILEAGE AND CONDITIONS DON'T AFFECT REVENUE UNLESS ITS REALLY BAD.

VIN	Sum of ODOMETER	Sum of YEAR	Sum of CONDITION	Sum of TOTAL_REVENUE
1ftne2ew6eda13643	31886	2014	41	
4s2cm58v9s4375559	254132	1995	1	





# YEAR/CONDITION/ODOMETER/REVENUE

CARS FROM MORE RECENT YEARS TEND TO HAVE MORE REVENUE COMPARED TO OLDER YEAR MODEL, HENCE ON LEFT TABLE IT SHOWS THAT OLD CARS HAVE HIGH MILEAGE, THEY ARE OLD AND THEY DO NOT GENERATE MORE REVENUE. AND RIGHT PICTURE INDICATES THAT CUSTOMERS DON'T BUY CARS BASED ON THEIR LOWER CONDITION OR LOW ODOMETER. REVENUE SEEMS MORE TIED TO YEAR MODEL

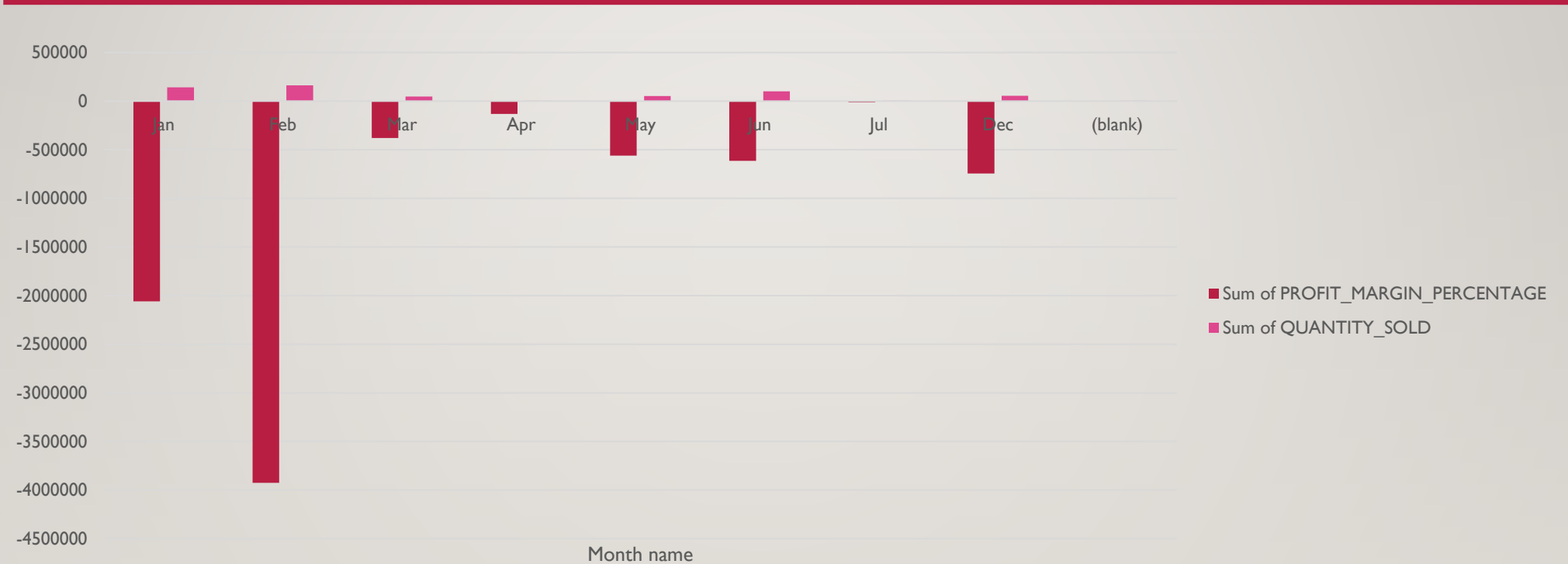
Vin	Sum of YEAR	Sum of CONDITION	Sum of ODOMETER	Sum of TOTAL_REVENUE
wdbrf61j31f017002	2001	1	999999	1200
Mercedes-Benz	2001	1	999999	1200
kndup131556647473	2005	1	999999	200
Kia	2005	1	999999	200
knafx4a8xe5052180	2014	1	999999	3100
Kia	2014	1	999999	3100
jm1bc141xv0109453	1997	1	999999	325
Mazda	1997	1	999999	325
wbafb335x1lh15803	2001	26	999999	2400
BMW	2001	26	999999	2400
jm1fe173870213192	2007	23	999999	1200
Unknown	2007	23	999999	1200
kmhdn46d65u050594	2005	1	999999	100
Hyundai	2005	1	999999	100
jm3er2w53a0321260	2010	1	999999	3200
Mazda	2010	1	999999	3200
knald124265085150	2006	1	999999	800
Kia	2006	1	999999	800
jn1az34d74t153555	2004	1	999999	1100
Nissan	2004	1	999999	1100
wbaek73475b326491	2005	1	999999	1650
BMW	2005	1	999999	1650
jn8as58t48w002423	2008	1	999999	275
Nissan	2008	1	999999	275
wdbng84j05a442389	2005	1	999999	1700

Vin	Sum of YEAR	Sum of CONDITION	Sum of ODOMETER	Sum of TOTAL_REVENUE
lfmcu9j98eua23833	2014	43	27802	230000
zff67nfa1b0178698	2011	46	12116	183000
wddug7kb2fa102347	2015	41	5277	173000
sca664s52dux52152	2013	42	7852	171500
sca664s58cux50727	2012	45	14316	169500
sca664150cux65625	2012	36	11832	169000
sca664s59cux50803	2012	44	5215	167000
wby2z2c57evx64261	2014	5	154	165000
wby2z2c59evx64214	2014	5	60	165000
scbgt3za7dc084568	2013	44	2968	163000
sca664s58bux50113	2011	42	12912	163000
wby2z2c58evx64401	2014	44	303	161000
wby2z2c5xevx64349	2014	5	530	159000
scbgr3za1dc079560	2013	43	5593	158000
wby2z2c50evx64103	2014	5	603	158000

# MONTHLY PROFIT MARGINS

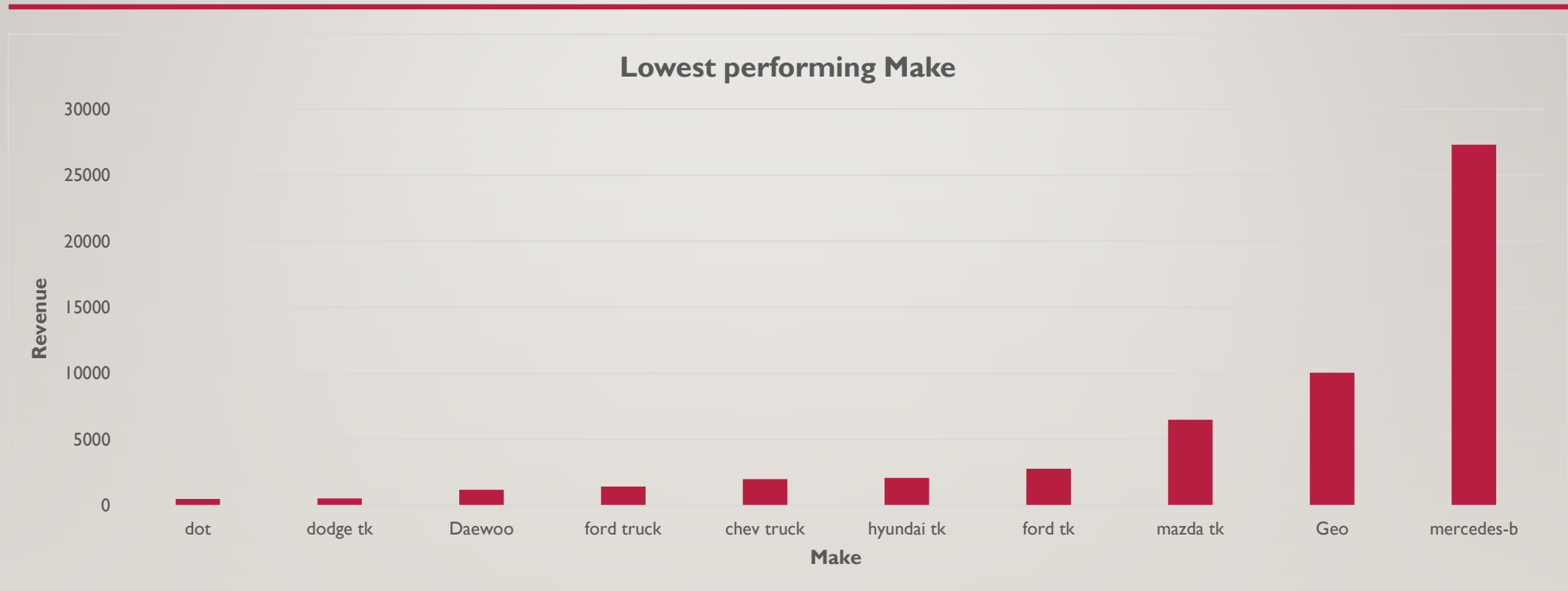
CONSISTENT NEGATIVITY ,ALL MONTHS SHOW NEGATIVE

PROFIT MARGINS INDICATING THAT THERE IS A MAJOR ISSUE RATHER THAN A ONCE OFF PROBLEM, DESPITE NEGATIVE MARGINS, UNITS ARE SELLING SHOWING THAT THERE'S DEMAND



# 10 LOWEST PERFORMING CAR MAKE

ARE NEGATIVELY IMPACTING REVENUE; THEY SELL AT LOWEST SELLING PRICE LOWER THAN MMR THAT'S WHY WE HAVE GROSS PROFIT ON NEGATIVE.



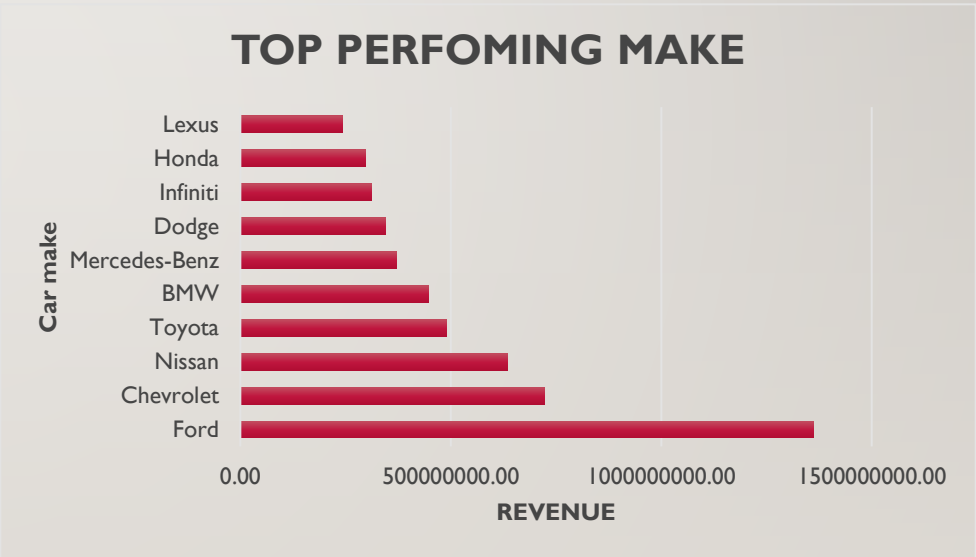


# TOP 10 PERFORMING MAKE

FORD CONTRIBUTE 18% OF THE OVERALL REVENUE, IT IS THE HIGHEST OF ALL THE MAKES, FOLLOWED BY CHEVROLET WITH 9% AND NISSAN WITH 8,5%

Make	Sum of TOTAL_REVENUE
Ford	1362577082.00
Chevrolet	723369949.00
Nissan	633703805.00
Toyota	489089925.00
BMW	446509513.00
Mercedes-Benz	370083906.00
Dodge	345561569.00
Infiniti	312489190.00
Honda	298273884.00
Lexus	242163555.00
Grand Total	5223822378.00

TOP 10 PREFORMING CARS ARE NOT LUXURY CARS,ITS MIDDLE-CLASS CARS THAT WE ALWAYS SEE ON ROUTE, THEY ARE THE MOST SELLING AND MAKE POSITIVE CONTRIBUTION TO REVENUE



# RECOMMENDATIONS

Focus marketing on latest models	Focus on peak periods	Analyze customer preferences	Pricing strategy
Recent models often have updated safety features, better fuel efficiency, and more tech like infotainment systems that attract buyers.	Capitalize on Quarter 1 strength Since it brings in over half of the revenue, focus on optimizing operations and maximizing sales during this period.	Stock up on popular colors	Consider pricing based on year model more than odometer or condition since year seems to impact revenue more clearly.
Consider inventory management, Make sure you've got a good mix of newer models in stock to meet customer demand.	Consider strategies to boost revenue in Quarter3 like targeted promotions or sales drives.	If you have more data on customer demographics or buying patterns in South Africa, you could get more insights into what drives purchases.	Use bold colors as marketing tools